

In the Claims:

Please cancel claims 1 through 23 and 36 through 38. Further, please amend claims 26 and 34, and add claims 39-41 as follows:

- 26. (Once Amended) The rotatable label of claim 24 wherein the temporary adhesive has a viscosity of about 278 cP at 250°F/27/100 rpm.
- 34. (Once Amended) The rotatable label of claim 32 wherein written indicia is disposed on the back surface.
- 39. (New) The rotating label of claim 24 wherein the temporary adhesive is an electrostatic charge.
- 40. (New) The rotating label of claim 24 wherein the temporary adhesive is a wetting agent.
- 41. (New) The rotating label of claim 40 wherein the wetting agent is water.

A marked-up version of the amendments to the specification and claims is provided in the Appendix showing all modifications submitted herewith.